

WINNIPEG AUDITORIUM

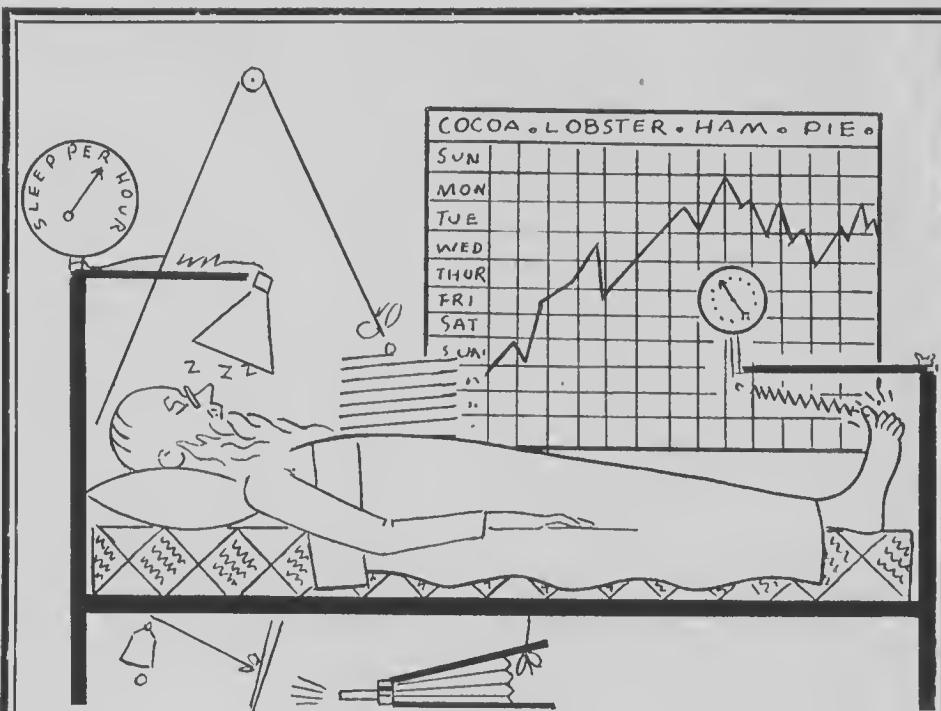


# Celebrity Concert Series

DIRECTION: FRED M. GIE

ENTERTAINERS: [illegible]





## The professor is right . . .

. . . when he says that the "Sleep-per-hour" rate for the Vanity Fair is the highest in the mattress world.

But such blue-ribbon class hardly needs statistical proof. From the moment of birth, Vanity Fair receives the most expert care and finest of materials . . . tempered coil springs . . . clever sisal pads . . . foaming cotton . . . and a quilted tuftless cover that's positively giddy. The result is something more than a *mattress*—it is a scientific contribution to health and good living.

You will share our enthusiasm for the Vanity Fair some day. Why not make it *soon*?

**Vanity Fair**  
*Mattress*  
A SERTA SLEEPER PRODUCT  
BUILT BY GLOBE BEDDING CO., LTD.

5.00

*Celebrity-  
Concert Series*

DIRECTION - FRED M. GEE

EDMONTON

— REGINA

— SASKATOON

— WINNIPEG

27TH SEASON

210TH CONCERT

Winnipeg Auditorium



# FRITZ KREISLER

CARL LAMSON, Accompanist

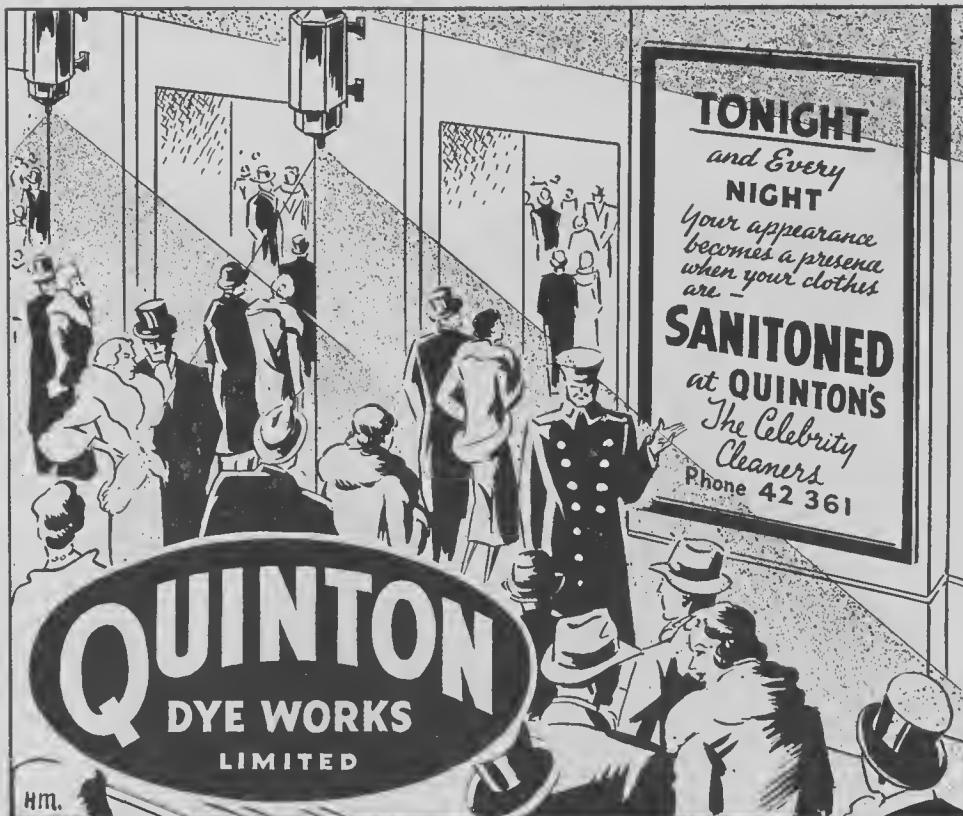


Tuesday evening, November fifteenth

Nineteen hundred and thirty-eight

—  
DIRECTION, CHARLES FOLEY

MANAGEMENT, NBC ARTISTS SERVICE, GEORGE ENGLES, MANAGING DIRECTOR, RCA BUILDING, NEW YORK CITY.



## ADVERTISING SPACE ON PROGRAMMES

For available space and rates,

Apply to EXCHANGE ADVERTISING AGENCY

or

CELEBRITY CONCERT SERIES

A R T   W O R K   P H O T O G R A P H Y

P H O T O E N G R A V I N G   M A T S   S T E R E O S

*"The friendly engravers of the West"*

**WESTERN ENGRAVING BUREAU**

*limited*  
at 50 CHARLOTTE ST. WINNIPEG



FRITZ KREISLER

*for*

**Convenience in the Kitchen**

—AND—

**Comfort in the Home**

USE

**"ARCTIC" SERVICE**

**PHONE 42-321**

**AN ALL RISKS INSURANCE POLICY!**

COVERING HOUSEHOLD CONTENTS & PERSONAL EFFECTS

INCLUDING JEWELLERY AND FURS

IN THE HOME OR ANYWHERE IN WORLD

all members of family of same permanent address included

ONE POLICY—ALL RISKS—ATTRACTIVE RATES

—

**H. B. MIDDLETON AGENCY**

233 CURRY BLDG. — WINNIPEG

**Phone 96 777**

**The Bornoff School of Music  
and Associated Arts**

Tuition in every branch of music and the drama.

The advantages of private tuition with the additional  
benefits only a school can provide.

**201 BULMAN BLOCK  
Opposite Ashdown's**

**TELEPHONE 21 772**

## Fritz Kreisler

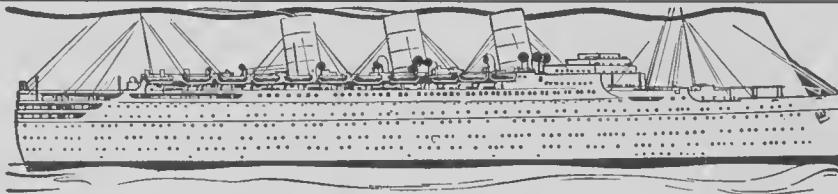
---

FRITZ KREISLER is a living refutation of the theory that child prodigies rarely fulfill their promise in maturity. Kreisler was himself a wonder-child. His interest in the violin began almost with speech. He appeared in concert in Vienna at the age of seven and entered the Vienna Conservatory the same year, though an exception had to be made in his case as the entrance age was fourteen. Three years later, he carried off the gold medal for violin playing, and having learned, in a manner of speaking, all that Vienna could teach him, went to Paris.

At the Paris Conservatory, Massart the celebrated violin pedagogue, and Delibes, who taught theory, raised their eyebrows somewhat at the inclusion of the "petit Viennois," then ten years old, into their classes. But when, two years later, young Fritz won the Premier Grand Prix de Rome against forty competitors, all of whom were twenty years old or more, there was general recognition of the presence of a towering talent in their midst.

From Paris, Kreisler returned to Vienna and undertook his first tour. This was with the famous pianist, Moriz Rosenthal and was routed through the United States. The American tour was successful; but at its close Kreisler did an astounding thing, a thing which marks him forever from the usual run of successful child prodigies and gives the real key both to his character and genius. He gave up violin-playing completely, announcing his ambition to become a physician like his father. He studied intensively for this, studies that were interrupted by a period of military service during which he became an officer in a regiment of Uhlans.

Not once during his stay in the army did Kreisler touch the violin. Presently, the urge reasserted itself. He began playing and made several appearances. But he was not satisfied. He felt he had lost something and retired into the country to work for eight weeks—as only a Kreisler can work. In March, 1899, he made his return debut in Berlin, and the reception was brilliant. From then on his greatness was assured and recognized. The same year, he returned to this country, and was everywhere acclaimed. Since then his fame has grown until he is the towering figure in the violin world. There is not a city of any importance in the world, where this great artist has not been heard, again and again.



Empress of Britain  
127-DAY  
**WORLD CRUISE**  
FROM NEW YORK - JANUARY 7, 1939

If you are planning a trip to the Riviera this winter, you may sail on the Empress of Britain January 7th and enjoy the advantages of the World Cruise route, with one-day stopovers in Madeira, Gibraltar and Algeria, before reaching Monaco or Naples.

The mightiest ship ever to cruise around the World again offers you "the supreme travel experience". And such a route! Twenty-three different lands . . . both hemispheres . . . all seven seas! Fares from \$2300 (with included shore excursions).

Descriptive literature and complete information from your own agent, or W. C. CASEY, Steamship General Passenger Agent, C.P.R. Bldg., Winnipeg. Phones 92 456-7.

**Canadian Pacific Steamships**

**Exclusive Distinctive Luggage**

**Trinity  
Cruising  
Case**

For Travel Comfort the Greatest Thing is to possess the most Practical Luggage. The TRINITY Hat and Shoe Case, as illustrated, leads in this class. It represents one of the many New and Special Designs in Luggage and Travelling Goods featured by the:



519 MAIN STREET Birt Saddlery Company Limited OPP. CITY HALL  
STREET TRAVEL GOODS SPECIALISTS

WE invite your attention to our new  
selection of Fall and Winter suitings in  
Exclusive English Woolens

Your formal requirements will be perfectly filled if you select the new  
MIDNIGHT BLUE DRESS COATINGS

**P. W. BIRCHARD & CO.**  
MERCHANT TAILORS

277 FORT STREET



POSITIVELY ODORLESS

PHONE  
86 311

G leaming satin, delicate chiffon, lustrous velvet or fragile lace—ZORIC will restore their original charm and newness. Just try ZORIC — send your evening clothes to Rumfords.

*Rumford's*  
LIMITED

ZORIC Dry Cleaners

Tuesday, November 15, 1938

## PROGRAMME



Ladies occupying Main Floor seats are requested  
to remove their Hats.

## I

(a) DEVIL'S TRILL ..... *Tartini*

Tartini, Giuseppe, Celebrated Violinist; born Pirano, Istria, Italy, on April 8th, 1692; died Padua, February 16, 1770. While studying at his parent's desire, for the priesthood, his first lessons on the violin strengthened his ardent longings for a secular career; his father finally allowed him to study law at Padua (1710), but music, especially the violin, and fencing, were his passion. A charge of abduction, following on his secret marriage to a niece of Cardinal Cornaro's, obliged him to take refuge in the Franciscan monastery at Assisi; for two years he studied the violin, also composition (under the organist Padre Boemo), and then returned to Padua, a reconciliation having been effected with the Cardinal. Shortly afterwards he heard the violinist Veracini at Venice, and was stimulated to more arduous endeavor; sending his wife to relations at Pirano, he retired to Ancona for further study of the violin. About this time (1714) he discovered the combination-tones, and used them in perfecting purity of intonation. His fame now increasing, in 1721 he was appointed solo violinist and conductor of the orchestra at St. Antonio in Padua. He spent the years 1723-5 in Prague as chamber-musician to Count Kinsky, having been invited thither to assist at the coronation of Karl VI; he then resumed his duties at Padua, and in 1728 founded a violin school there. Tartini was one of the great masters of the violin; his style of bowing still serves as a model and his compositions are regarded as classics.

(Continued on Page Ten)



BE BEAUTIFUL . . .

The  
*Elizabeth Arden*  
Way

● Achieve the Elizabeth Arden look by following Elizabeth Arden's simple, effective Ritual of Beauty every night and every morning. *Cleanse*—with Ardena Cleansing Cream and Ardena Skin Tonic. *Tone*—with Ardena Skin Tonic. *Soothe*—with Ardena Velva Cream or Orange Skin Cream.

**Brathwait**

A COMPLETE DEPENDABLE

After the Concert, Visit

OUR TEA R

Comfortable Sur

Efficient, Courteou

Portage Avenue  
at Vaughan Street

## PROGRAMME—Continued

(b) CHACONNE ..... Bach

(FOR VIOLIN ALONE)

II

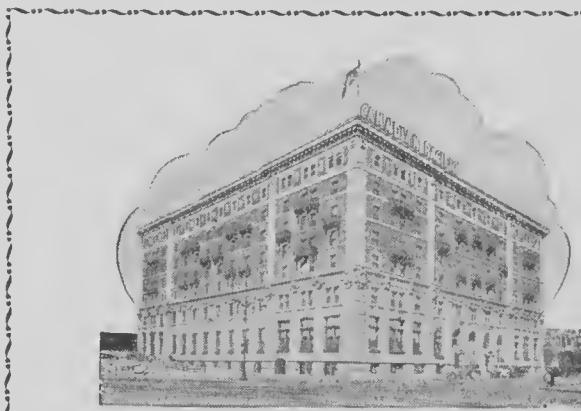
CONCERTO, A-MINOR, NO. 22 ..... Viotti

Allegro moderato

Adagio

Finale

(Continued on Page Eleven)



**WINNIPEG'S**

Traditionally the centre of W  
activity, the well appointed R  
Hotel provides appropriate set  
ballrooms, and intimate, com  
rooms for private parties and

**THE ROY**

aitte's Ltd.

PENDABLE DRUG SERVICE

cert, Visit

TEA ROOM

table Surroundings  
, Courteous Service

Phone 23 351  
We deliver

Just arrived from Paris

Helena Rubinstein's

FLATTERING NEW  
ORCHID MAKE-UP

Lipstick 65¢, \$1.10, \$1.50

Creme or Compact Rouge  
Champagne, Rose Powder  
\$1.10, \$1.65, \$3.50



FOR THAT  
"ORCHID LOOK"

## PROGRAMME—Continued

Viotti, Giovanni Battista, eminent violinist and composer, was born at Fontaneto da Po, Vercelli, Italy, on May 23, 1753. He died in London, March 3, 1824. His father, a blacksmith, gave him a violin, which he learned to play without tuition and attracted the attention of the Bishop of Strambino, who recommended him to the Prince della Cisterna; the latter confided him to the teaching of Pugnani at Turin. Viotti soon entered the court orchestra; in 1780 he made a grand tour of Germany, Poland and Russia with Pugnani, and was feted at the court of Catherine II. Repairing to London in 1782, he won signal triumphs; later, at Paris, he played repeatedly at the Concerts Spirituels, where his art was acknowledged as unrivalled. It happened that in 1783, one of his concerts was poorly attended, while in the next concert, a

(Continued on Page Thirteen)

## G'S SOCIAL RENDEZVOUS

tre & Winnipeg's social  
pointed Royal Alexandra  
opriate settings, splendid  
nate, comfortable dining  
parties and dances of any

size. The experienced staff will always be found courteous and efficient.

*Saturday night supper dances Sunday evening  
dinners featuring Irvin Plumm and his  
orchestra are popular weekly events of the Fall  
and Winter Season.*

HUGH C. MACFARLANE, Resident Manager.

## ROYAL ALEXANDRA HOTEL

# LIFE IS A SONG



## SINCE INSTALLING A WHITEHEAD AUTOMATIC GAS WATER HEATER



Daughter is out with her beau, son is out with his girl—Mother and Dad are going to the Celebrity Concert. The bathroom has been overworked, but there's still lots of hot water, thanks to the automatic gas water heater. Learn about having one on the 25¢ a month rental at our showroom.

PHONE

**904 321**

# WINNIPEG ELECTRIC CO.

PROMOTERS OF PROGRESS AND PROSPERITY

POWER BLDG. SHOWROOM

PORTAGE AND VAUGHAN

# At Concert Pitch . . .

A staff tuned to give you the finest laundry work in the Dominion of Canada. Service both prompt and courteous.

REASONABLY PRICED, TOO

## WINNIPEG LAUNDRY

LIMITED

CLEANERS — DYERS — LAUNDERERS

### PROGRAMME—Continued

mediocre violinist won great applause from a large audience; this so irritated Viotti that he abruptly closed his public appearances, and devoted himself to teaching and composing, at the same time acting as accompanist to Queen Marie Antoinette, and 'maitre de chapelle' to the Prince de Soubise. Failing in his attempt to gain the directorship of the Opera in 1787, he joined Leonard, the Queen's hairdresser, in establishing an Italian opera, opened at the Tuileries in 1789, transferred to the Theatre de la Foire St. Germain in 1790, and to the newly erected Theatre Feydeau, where the revolution ruined the enterprise. Viotti, obliged to recommence his career as a virtuoso, went to London, and gave a series of most successful concerts; but a rumour gained credence that he was an emissary of the revolutionists, and he thought it advisable to leave England, retiring to Hamburg until 1794, when he resumed concert-giving in London; was manager of the Italian Opera in the ensuing winter, and director of the Opera Concerts in 1795.

Ill success caused him to embark in the wine-trade. On a visit to Paris in 1802, he was persuaded to play before Cherubini, and others and, to their astonishment, outrivalled his earlier performances. He finally settled in Paris as Director of the Opera from 1819-22, when he resigned with a pension of 6,000 francs; he died while on a pleasure-trip.

On account of his influence as a player and teacher, (especially through his two pupils Rode and Baillot), and the breadth and dignity of his works, Viotti has been styled 'the father of modern violin-playing.' His compositions, more particularly of the maturer period, show great refinement and skill in workmanship, and are classics of violin-literature; he was the first to write violin-concertos in the broad modern sonata-form, and displaying the full resources of the orchestra. He published 29 violin-concertos, of which No. 22, played to-night by Mr. Kreisler, is the most popular.

#### INTERMISSION

(Continued on Page Fifteen)

# MISS COX MILLINERY

389 PORTAGE AVE.

Opp. Boyd Bldg.

One Store in which only the latest individually selected Millinery is shown in all styles and sizes

PRICED FROM \$1.98 UP

# MISS COX MILLINERY

389 PORTAGE AVE. - Opposite Boyd Building

PHONE 29 963

# COLDER WEATHER — PREPARE FOR WINTER NOW

LET US SERVICE YOU WITH

## GLASS

STORM WINDOWS — DOORS  
WEATHER STRIPS, ETC.

Don't measure Glass with a tape line or string. Call and get your Yardstick Free

STORE:

NOTRE DAME EAST

**The Winnipeg Paint  
& Glass Co. Limited**

PHONE  
98 511

# BABAJANS

EXPERT  
RUG CLEANING and REPAIRING  
BY NATIVE ARMENIANS

OUR SYSTEM IS DIFFERENT — THE BEST WORK, BUT IT COSTS NO MORE.

Damaged rugs re-woven with genuine vegetable dyed wools. Our customers are our best recommendation.

We invite you to inspect our modern plant at any time.

Importers of genuine Persian Rugs, which we will be pleased to show those that love beautiful things.

268 SHERBROOK ST.

PH. 33 852

# HARMONY



Invites You to Hear  
FRITZ KREISLER

Anytime on a Victor Phonograph Radio on the new  
RCA recordings

Let us demonstrate in your own home this remarkable reproduction

SEE US FOR

Victor and Bluebird Records  
All the latest sheet music

Musical Instruments  
Victor Radios.

# HARMONY MUSIC

IF ITS MUSICAL — WE HAVE IT

PHONE 26 260

429 PORTAGE (at Vaughan)



THE CHOICE OF MANY

## Critical Eyes

will admire your appearance and  
approve your taste  
When you wear a "W. COHEN" garment.

Select your fur coat with Confidence at

*W. Cohen Fur Co. Ltd.*

ESTABLISHED 1910

A TRIBUTE TO GOOD TASTE

## PROGRAMME—Continued

### III

(a) ROMANCE, F-MAJOR.....*Beethoven*

(b) RONDO, G-MAJOR.....*Mozart*

(c) LA FILLE AUX CHEVEUX DE LIN.....*Debussy-Hartmann*  
(The Maiden With The Flaxen Hair)

(Continued on Page Sixteen)

### Listen to this . . .

In 1906, before City Hydro was built, the cost of electric light was 20c per Kilowatt Hour. City Hydro has reduced rates until now the net average domestic rate in Winnipeg is less than one cent per Kilowatt Hour.

The average consumption of electricity in Winnipeg homes each year is the largest in the world—4,765 Kilowatt Hours, or nearly six and one half times as much as the average in the U.S.A.

CITY  
HYDRO  
IS YOURS  
—use it!



## Furs of Distinction

A CHOICE SELECTION OF NEW AND POPULAR STYLES  
AWAIT YOUR APPROVAL  
FURS REPAIRED AND REMODELLED AT THE LOWEST PRICES IN WINNIPEG  
FOR DEPENDABLE MATERIAL AND WORKMANSHIP—  
ESTIMATES CHEERFULLY GIVEN WITHOUT OBLIGATION.

*J. W. Gynn Co. Ltd*  
*Furriers*

411 Portage Avenue at Kennedy  
PHONE 27 275

## PROGRAMME—Continued

(d) HYMN TO THE SUN ..... *Rimsky-Korsakoff*

(e) SPANISH DANCE ..... *De Falla-Kreisler*

(From "Vida breve")

STEINWAY PIANO SUPPLIED BY THE WINNIPEG PIANO CO. LTD.

FLORAL DECORATIONS BY THE ORCHID FLORISTS

### SUCH LOVELY GIFTS

**The Gift Shop**

VISIT OUR SHOP AND SEE THE MANY GIFT  
SUGGESTIONS WE HAVE TO OFFER YOU.

***Gifts SUITABLE FOR ALL.***

JAS. B. McBRYDE & SON.

415½ PORTAGE AVE.

OPEN SATURDAY EVENINGS TILL 10 P.M.

AUDITORIUM - Monday, November 28

RICHARD  
**BONELLI**  
Baritone

A  
N  
D

MISCHA  
**LEVITZKI**  
Pianist

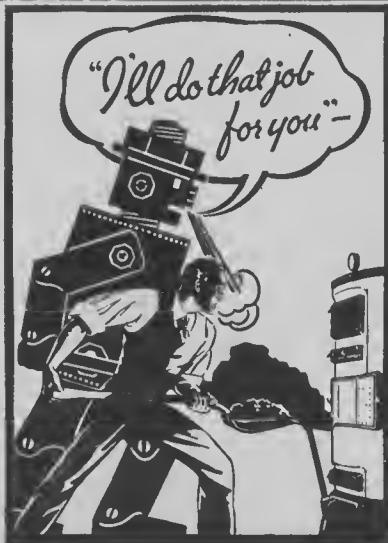
SEATS, \$1.10, \$1.65, \$2.20, \$2.75

SEASON TICKETS - 8 Concerts - \$5.50 to \$18.00

BOX OFFICE, AT WINNIPEG PIANO CO. LTD.—PH. 88 693

Richard Bonelli, Baritone...	Mon., Nov. 28	Richard Tauber, Tenor.....	Mon., Feb. 20
and Mischa Levitzki, Pianist....		Rosa Tentoni, Soprano.....	Thur., Mar. 9
Enid Szanho, Contralto....	Mon., Dec. 12	and Gaspar Cassado, 'Cellist....	
ETHEL RAE Bartlett and Robertson Pianists	Mon., Jan. 30	Bidu Sayao, Soprano.....	Mon., Apr. 10
Comedian Harmonists.....		Minneapolis Symphony Orchestra .....	Mon., Apr. 24
European Male Vocal Sextet	Mon., Feb. 13	Dimitri Mitropoulos, Conductor	

CELEBRITY CONCERT SERIES—Direction, FRED M. GEE.



◆  
Banish Heating Worries  
◆

INSTALL AN  
**IRON FIREMAN**

DE LUXE  
*Heatmaker*

Iron Fireman owners are enthusiastic about this modern, low cost method of heating. Do not be content until you get the full story from our Representative.

EXCLUSIVE DEALER

**The Winnipeg Supply and Fuel Company Ltd.**

8TH FLOOR BOYD BUILDING

PHONE 87 614

## *Fritz Kreisler's Violins*

---

Fritz Kreisler has, as one might expect, a large collection of violins. Among them are four famous instruments, a Stradivarius, a Gagliano and two violins of Joseph Guarnerius del Gesu. These four represent a difference in kind, but hardly in quality, each of them being a masterpiece.

For recitals in smaller halls, Kreisler uses the Stradivarius—a small, beautifully delicate instrument with the fine silvery tone characteristic of the best Stradivarii.

This particular "Strad" was stolen in Spain during the Napoleonic war by an English sailor who sold it to the keeper of a public-house in England. The saloon-keeper played it for a time and eventually sold it to a musician. It has changed hands several times since.

The Gagliano is the work of one of the earliest Florentine violin-makers and Kreisler alternates it frequently with the Stradivarius. The Guarnerius violins he uses for recitals in large halls and for appearances with orchestra. Both of them have the rich golden tone so distinctly identified with the masterpieces of the great Joseph, superlative craftsman of the Guarnerius family and nephew of the man who founded the house. One of these violins formerly belonged to Wilhemj and is dated 1737. The other, made in 1742, was long held at a fabulous figure by the house of Hill of London, and Kreisler realized the fulfillment of a life-long desire in finally acquiring it. It is recognized as one of the finest examples of the maker's art.

Asked for his favorites among fiddles, the violinist answered:

"The ones I love best are those made by Guarnerius and Stradivarius. But if anyone asks me which I love better of the two, I can only say—just as it's hard for a man to tell whether he prefers brunettes or blondes, or vice versa, even so I cannot say which I prefer. In the matter of violins I am and always will be polygamous."

But no matter how great his love for them is, Kreisler insists upon spending at least four or five months a year away from his violins. "I never play in the summer," he says. "Between May and October, I just rest. It does me a lot of good, too, I think, though I don't know that I ought to prescribe it for other violinists. They might probably lose a certain amount of skill and power. What surprises me in myself is that I return to my violins in the fall with the same joy and vigor with which I left them."



Here's What Members Get:

1. RCA Victrola Attachment Value \$19.50
2. Victor Records of your own choice to amount of - - - 9.00
3. One Year's subscription to Victor Record Society Review Value - - - 3.00
4. Free Victor Record Catalogue Total Value \$31.50
5. And in addition the opportunity to earn \$7.50 in record dividends.

ALL THIS FOR ONLY **\$22.50**

Now's your chance to get this amazing new instrument plus your favorite records at this Special Society Offer. Come into our store to-morrow and play the Victrola attachment yourself. Take advantage of this unusual offer now.



IT'S HERE!  
THE  
EXQUISITE  
NEW

**STEINWAY PIANINO** ONLY **\$695.00**  
(Mahogany)

**WINNIPEG PIANO CO LTD** **383**  
**PORTAGE AVE.**

# Fancy Free



Sketched above—a velvet hat typical of the fancy-free genius of Paris. It is one of a collection recently arrived at Eaton's from Paris—a small collection of suavely daring afternoon hats to interest the smartest women in town. They are priced from \$10.50 to \$17.50. See them in the Second Floor Hat Shops.

at EATON'S